

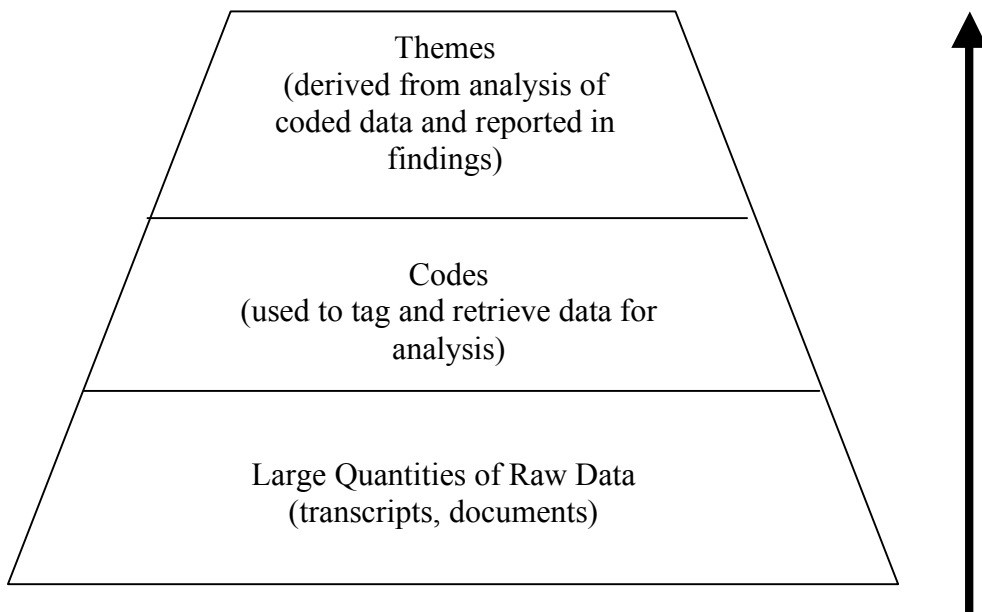
Table 1: Sample code book with selected codes and NVIVO summary of code usage.

Code Name	Code Description	Coverage^a (%)	References^b (#)
Coding	All mention of “codes” and “coding”	35.96	30
Intervention	Discussion of how findings have been/will be/may be used for intervention	12.97	20
Interviews	All mentions of the use of one-on-one interviews	33.54	49
Mapping	Making maps (e.g., by GIS, hand drawings,) as a method of data collection	2.78	3
Perception v. evidence	Findings of qualitative data discussed in comparison with evidence acquired by non-qualitative studies.	12.26	11
Quant methods	Inclusion of quantitative methods	18.51	27
Reliability	Mentions of efforts to ensure or test	12.47	13
Risk context	Factors identified as shaping risk perception in study	23.92	26
Theory framework	All mentions of theory and/or analytic framework	14.05	14

^a Coverage is the percentage of the source or document that is coded with that particular code.

^b References are the number of times code is used in document.

Figure 1: Qualitative Data Analysis-- from codes to themes ^a



^a This figure does not include analytic concepts which would be the top layer of the pyramid; a subsequent level of analysis after the identification of themes. Analytic concepts are not reported in this analysis.